

**ABSTRACT**

A tire winch, tire winch kit, and method of pulling an object. The tire winch includes a spool having a substantially cylindrical hub dimensioned to accept and wind a cable thereabout, and a means for attaching the spool to a tire such that the rotation of the tire causes the spool to rotate. The kit includes a winding spool, an unwinding spool and a means for attaching one of the spools to the tire. The method includes the steps of attaching the winch to a drive wheel of a vehicle, winding a flexible member around the hub of the winch, attaching the free end of the member to an object, and driving away from the object to unwind the member from the winch and, thereby, pull the object a distance that is less than the distance traveled by the vehicle.